

CLAIMS APPENDIX
PENDING CLAIMS ON APPEAL OF
U.S. PATENT APPLICATION SERIAL NO. 09/711,511

Claim 1. A network sales system comprising:

 a plurality of buyer computers and at least one merchant computer interconnected by a communications network,

 means at each merchant computer for maintaining and providing a database of digital advertisements comprising

 means for storing said digital advertisements, each digital advertisement including a product abstract,

 means for communicating a digital advertisement to a buyer computer over said network using Internet transfer protocols in response to a network request from said buyer computer,

 means at each buyer computer for requesting, displaying, and responding to digital advertisements comprising

 means responsive to a user inquiry for selecting a merchant computer and obtaining a digital advertisement for a product from said database of advertisements at said merchant computer,

 display means for displaying said advertisement,

 purchase means responsive to a user request for communicating a purchase message to said merchant computer,

 account identification means for transmitting the user's account information to said merchant computer,

 means, at said merchant computer, comprising

 authorization means to authorize said purchase message by sending messages into a financial system network,

 fulfillment means to send said product to user conditional on approval of said authorization means.

Claim 2. The network sales system of claim 1 further wherein said authorization means at said merchant computer comprises

means for communicating a missing payment information request message to said buyer computer to obtain missing payment information,

means for receiving said missing payment information from said buyer computer,

means for authorizing said purchase message by sending messages into a financial system network,

and said account identification means at said buyer computer comprises

means responsive to said missing payment information request message to query the user for additional payment information,

means to send said additional payment information to said merchant computer.

Claim 3. The network sales system of claim 1 further wherein said account identification means comprises

means for assembling a payment order,

means for sending said payment order to a network payment system for authorization,

and wherein said authorization means comprises

means for verifying that said payment order has been previously authorized by said payment system.

Claim 4. An electronic sales system comprising

means for storing a database of digital advertisements, each digital advertisement for a product including a program,

means for communicating a digital advertisement to a buyer computer using Internet transfer protocols,

means at said buyer computer for displaying and responding to said digital advertisement comprising

display means for displaying said digital advertisement by executing a portion of said advertisement as a program and performing actions as specified by said program,

purchase means responsive to a user request for communicating a purchase message to a merchant computer,

means, at said merchant computer, comprising
fulfillment means to send said product to user.

Claims 5-22. (canceled).

Claim 23. An electronic sales system comprising
means for storing a database of digital advertisements, each digital advertisement for a
product including a program,
packet-switched means for communicating a digital advertisement using Internet transfer
protocols to a buyer computer,
means at said buyer computer for displaying and responding to said digital advertisement
via packet-switched network, comprising
display means for displaying said digital advertisement by executing a portion of said
advertisement as a program and performing actions as specified by said program,
purchase means responsive to a user request for communicating a purchase message to a
merchant computer over a packet-switched network,
means, at said merchant computer, comprising
fulfillment means to send said product to user.